

Marketing - Task #2577

investigate free open source project advertising on Stack Overflow

2018-03-20 15:26 - Mike Saunders

Status: Closed	Start date:
Priority: Normal	Due date:
Assignee: Mike Saunders	% Done: 0%
Category:	
Target version: Qlater	

Description

In short: Stack Overflow wants to "let the programming community use our remnant ad inventory space to publicize open-source projects in need of programmer assistance."

More details: <https://meta.stackoverflow.com/questions/362773/open-source-advertising-1h-2018>

It looks like we need to create a graphic, asking for contributors, and if it gets enough upvotes it goes into the advertising cycle. And it appears to be done twice a year, so it may be better to wait until the second half of 2018 to be "fresh" and get more exposure.

History

#1 - 2018-09-13 15:51 - Mike Saunders

So this scheme was not activated for the second half of 2018, so it's impossible to take part. If it's available for the first half of 2019, it should be announced here:

<https://meta.stackoverflow.com/questions/tagged/open-source-advertising>

I've made a note in my calendar to look at it again in January. It's not too far off, and worth doing IMO, so let's keep this ticket open for now...

#2 - 2019-01-21 10:45 - Mike Saunders

Stack Overflow has posted nothing about this yet, but for 2018 they announced it right at the end of January, so I'll keep an eye on it...

#3 - 2019-01-28 14:40 - Mike Saunders

- Status changed from New to In Progress

This has started now: <https://meta.stackoverflow.com/questions/379273/open-source-advertising-1h-2019>

I've created a sample design (attached), which I'll share on marketing-priv@ (we should get on the page ASAP).

#4 - 2019-02-01 13:56 - Mike Saunders

Feedback on marketing-priv@ selected the thumbs-up image (attached), so let's go with that. However:

"You must have at least 5 reputation on Stack Overflow to answer a question on meta."

So I need to answer some other questions to get the reputation points to even post. Will find a strategy for that...

#5 - 2019-02-06 14:20 - Mike Saunders

Stephan Bergmann has the necessary reputation points and kindly posted the advert on the thread:

<https://meta.stackoverflow.com/questions/379273/open-source-advertising-1h-2019/379812#379812>

The advert currently has a ranking of 4, and when it goes to 6, it should appear amongst regular Stack Overflow adverts. I'll keep an eye on it...

#6 - 2019-02-14 09:59 - Mike Saunders

- Status changed from In Progress to Closed

The graphic now has a rating of 8, more than the required threshold, so it will be served up on other Stack Overflow posts. So this worked - nothing more to do; closing now.